

Craig, Sondra

From: Business At Dales <business@dalesclothing.com>
Sent: Thursday, November 13, 2025 10:41 AM
To: ZZ Council Members
Subject: Preserve On-Street Parking on 3rd & 4th Streets

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Dear Council Members,

As you prepare to vote this evening, I'm asking you to please support **Alternative 2** and preserve the on-street parking on 3rd and 4th Streets. As a downtown business, I see every day how essential accessible parking is to our customers, our small businesses, and the overall health of our historic district.

These streets are consistently full because residents, workers, and visitors rely on this parking. Removing these stalls would make it significantly harder for people to access downtown shops and restaurants. Many of us already lose customers due to parking challenges. Ramps may exist, but they are not always comfortable or convenient for many visitors. On-street parking is what encourages people to stop, explore, and support local businesses.

I fully understand the desire to create safe bicycle routes, but 2nd Street already provides a dedicated, safe corridor—one that remains largely underused. Adding parallel bike lanes just a block away eliminates critical parking while duplicating existing infrastructure.

We've already seen how removing parking on 2nd Street made that area feel colder and less inviting, diminishing the historic character that makes La Crosse special. We cannot risk that happening to two of our busiest commercial streets.

Supporting Alternative 2 means supporting accessibility, economic vitality, and the unique feel of our downtown. Please stand with your local business community and vote **YES on Alternative 2**.

Thank you for your time and service to our city.

Sincerely,
Dale Berg

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Dale's Clothing for Men and Women

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11am-8pm Monday-Friday
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